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Diener's New
Giant White
Double Shasta Daisy

Richard Diener

OXNARD, CALIF.

1933 CATALOGUE



Diener's Double **PETUNIA**

No. 42. Large Double Frilled

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Notice To Foreign Customers

Remit by Postal Money Orders from foreign countries. Do not remit by personal checks.

Canadian Customers Please Note

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Terms Of Sale

PRICES: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

GUARANTEE: I exercise every care to ship only first class stock, but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found to be not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error as I shall not consider our transaction complete until you are absolutely satisfied.

Cash with order or in advance of shipment. I shall accept unused U. S. postage stamps up to the amount of fifty cents.

POSTAGE: We prepay postage anywhere in the United States and Canada on orders amounting to \$2.00 and over on Gladiolus bulbs. On orders of Gladiolus bulbs amounting to less than \$2.00, add 25 cents to cover postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

TERMS: CASH WITH ORDER. Remit by bank draft, express or postal money orders. **CANADIAN CUSTOMERS PLEASE REMIT BY POSTAL MONEY ORDERS. DO NOT REMIT BY PERSONAL CHECKS. POSITIVELY NO C. O. D. ORDERS ACCEPTED.**

My season for bulb shipping takes place from October 1 to May 1.

Write your address plainly, as I had orders last year which I was unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

Order Early

All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case please repeat the order so an immediate replacement of goods can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

SUBSTITUTION: In the latter part of the season we may be out of some varieties so please give me your second choice. In case no substitution is desired please advise us in your order.

PACKING: Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging the same in transit, either by frost or moisture.

Location

Oxnard is located midway between Los Angeles and Santa Barbara in Ventura County. My Nursery is closed to visitors on Sundays and holidays. However, on special occasions, if requested a day or two in advance by mail or phone, my premises will be open. Phone Oxnard 463.

Gladiolus Price List

Those who want bulbs of any of the varieties mentioned in the catalog but do not want them until spring should send their orders in now and we will pack and hold them until the date fixed for shipping. In this way you will be sure to get what you want.

We will have only large size and half size bulbs this year, as the smaller sizes will all be needed for propagation.

Substitution

If any variety is out of stock, we will substitute a similar variety unless otherwise instructed, so it is best to state in your order whether or not we shall substitute.

Gladiolus bulbs have been and are sold at ridiculously low prices, and I have had many inquiries concerning this. Many have asked me why those bulbs purchased in stores did not bloom. The reason is that those bulbs came from growers of cut flowers who cut the stems off right at the ground and left no leaves. Such bulbs look nice when sold but without leaves were unable to build a new flower in the bulb, and consequently they made only leaves and form a flowering bulb for the following year. We do not cut the flowers and leave all the leaves on the bulbs. When we dig our bulbs we do not remove the stocks until they become dry, which is about a week after digging. This draws all excess moisture from the bulbs. It shrinks the bulbs a great deal and makes them very firm, but every bulb we send out will bring a large flower spike.

Spirit Of St. Louis (Gladiolus)

This new, wonderful Glad has made good everywhere in this country as well as in Australia, and New Zealand. I have received the finest reports of it from all over. According to Ridgeway's color guide, the color is Carnelian red. However, for those who are not acquainted with this book, it would be described as orange. It is perfect in every way. Spikes are four to five feet tall with five to eight large open flowers perfectly placed. A very healthy grower and good propagator. Bulblets mostly flower from four to five months after planting.

Spirit of St. Louis is one of the finest and most perfect Gladiolus ever produced and will be one of the most widely grown varieties commercially. Bulbs flower 60 days after planting. The bulbs of this variety are quite small and it is surprising what a large spike such a small bulb will bring.

	Each	Doz.	Hundred	Thousand
LARGE BULBS	10c	\$1.00	\$7.50	\$50.00
MEDIUM50	5.00	25.00
BULBLETS (Prices on request while they last)				
NOTE: Half Size Bulbs Sold in Dozen Lots Only.				
"ALICE TIPLADY" (Kunderd)			Large	1/2 Size
A very popular Primulinus. Grenadine orange.	Each	.10		
Many flowers open at one time.	Doz.	1.00		.50
"ARISTOCRAT" (Bill)			Large	1/2 Size
Tall straight spike. Color pale saffron flaked	Each	.20		
orange. A real aristocrat among Glads.	Doz.	2.00		1.00
"ANNA EBERIUS" (Diener)			Large	1/2 Size
Deep rhodamine purple, shading into very deep	Each	.10		
bordeaux center. This variety has created a	Doz.	1.00		.50
sensation everywhere with growers and ama-				
teurs alike.				
"CARMELITA" (Diener)			Large	1/2 Size
Smoky pink blotched and striped with steel	Each	.50		
blue. Yellow and slate tips. Very large	Doz.	5.00		2.50
flowers.			Large	1/2 Size
"COPPER BRONZE" (Kunderd)	Each	.20		
Copper bronze color.	Doz.	2.00		1.00
"DIANA"	Each	.25	Large	1/2 Size
One of the very best early bright reds.	Doz.	2.50		1.25
"DIENER'S AMERICAN BEAUTY" (Diener)			Large	1/2 Size
Brilliant American Beauty color. Throat	Each	.10		
creamy yellow striped with ruby. One spike	Doz.	1.00		.50
opening a large number of flowers at one time				
forms an immense bouquet. Flowers very				
large.				
"DR. F. E. BENNETT" (Diener)			Large	1/2 Size
Deep peach red overlaid with flame scarlet.	Each	.20		
Lip speckled ruby and white. Most fiery red	Doz.	2.00		1.00
imaginable. Flowers of the very largest size				
with many opening at once. Most perfect red				
we have ever seen.				
"DR. VAN FLEET" (K P G)	Each	.10	Large	1/2 Size
Tall, beautiful rose pink with a cream throat.	Doz.	1.00		.50

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"ELF" (Diener) Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"E. J. SHAYLOR" (Kunderd) Rose pink.	Each	Large .10	1/2 Size
	Doz.	1.00	.50
"EVELYN KIRTLAND" (A) Frosted pink. A beauty.	Each	Large .25	1/2 Size
	Doz.	2.50	1.00
"GERALDINE FARRAR" (Diener) Pale lavender-violet with deep violet spot on the lip. Growth is very strong and vigorous. Still the best all around blue in Gladiolus so far produced.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25
"GLADIS PLATH" (Diener) Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flow- ering. Very beautiful.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25
GOLDEN FRILLS (Kunderd) (Primulinus) Edges of petals heavily frilled. Deep daffodil yellow, dark throat.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"GLENDALE" (Davis) Dark American Beauty rose color. Good keeper.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"GLORIANA" (Betscher) Rich salmon pink with creamy throat. Many flowers open. Excellent propagator. Extra fine.	Each	Large .20	1/2 Size
	Doz.	2.00	1.00
"HENRY FORD" (Diener) Very dark rhodamine purple shading into deeper tones near the center. Very clear color. Good propagator.	Each	Large .10	1/2 Size
	Doz.	1.00	.50
"J. A. CARBONE" (Diener) Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25
"JACK LONDON" (Diener) Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. It is perfect in every way.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"JEWEL" (C. Z.) (Primulinus) Pink with yellow throat. Tall spike.	Each	Large .20	1/2 Size
	Doz.	2.00	1.00
"JULIANA" (Primulinus) Empire yellow edged with peach red.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"LONDON SMOKE" (Diener) Corinthian red shading into bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25
"MARIE KUNDERD" (Kunderd) A ruffled white.	Each	Large .15	1/2 Size
	Doz.	1.50	.75
"MARIETTA" (M) Light salmon. Lower petals shading into deep burnt orange. Large flowers, fine spike. Vig- orous variety. Scores very high.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25
"MIDSUMMER DREAM" (Kunderd) (Primulinus) Large geranium red.	Each	Large .10	1/2 Size
	Doz.	1.00	.50
"MING TOY" (Kunderd) (Primulinus) Buff and yellow.	Each	Large .10	1/2 Size
	Doz.	1.00	.50
"MRS. JOHN R. WALSH" (Ruffled) (Diener) Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. It is a magnificent variety that should be in every collection.	Each	Large .25	1/2 Size
	Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"MRS. NEWELL VANDERBILT" (Ruffled) (Diener)		Large	1/2 Size
Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers.		Each .25
		Doz. 2.50	1.25
"MRS. F. C. PETERS" (Fischer)		Large	1/2 Size
Amaranth pink with purplish blot in the throat. Tall straight spike.		Each .10
		Doz. 1.00	.50
"MRS. H. E. BOTHIN" (Ruffled) (Diener)		Large	1/2 Size
Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety.		Each .10
		Doz. 1.00	.50
"MRS. J. K. ARMSBY" (Diener)		Large	1/2 Size
Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality.		Each .25
		Doz. 2.50	1.25
"MRS. FRANK WHITE" (White)		Large	1/2 Size
A white Gladiolus of large size which has taken prizes wherever shown here. In hot weather it has a lavender sheen which even increases its attractiveness. Has eight to ten flowers open at one time which keep well.		Each .50	.25
		Doz. 5.00	2.50
"MRS. LEON DOUGLAS" (Diener)		Large	1/2 Size
Ground color begonia rose striped with flame and slightly speckled with ruby. It is the largest Gladiolus of commercial value and has taken first prizes in every show where exhibited. On account of its fine growth and well carried flowers it is grown in large quantities everywhere.		Each .25
		Doz. 2.50	1.25
"MRS. TRUXTON BEALE" (Diener)		Large	1/2 Size
Cream, rose pink striped, very open flowers. Lip yellow and brown, sprinkled. Long, well built spikes. A beauty.		Each .50
		Doz. 5.00	2.50
"MR. W. H. PHIPPS" (Diener)		Large	1/2 Size
La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus.		Each .20
		Doz. 2.00	1.00
"NANCY HANKS" (Salbach)		Large	1/2 Size
Apricot to orange. A very fine Primulinus.		Each .10
		Doz. 1.00	.50
"POLA NEGRI" (Diener)		Large	1/2 Size
Apricot with yellow lip, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen.		Each .10
		Doz. 1.00	.50
"RICHARD DIENER" (Diener)		Large	1/2 Size
Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring.		Each .15
		Doz. 1.50	.75
"ROSE ASH" (Diener)		Large	1/2 Size
Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. A Diener origination.		Each .10
		Doz. 1.00	.50
"ROMANCE" (Kunderd)		Large	1/2 Size
Rose pink with all the petals edged steel blue. Tall spike with many large flowers open at one time. A very distinctive and beautiful variety.		Each .25
		Doz. 2.50	1.25
"SHAILA" (C) (Primulinus)		Large	1/2 Size
Early light salmon.		Each .10
		Doz. 1.00	.50
"SOUVENIR" (Hol.) (Primulinus)		Large	1/2 Size
Deep yellow. Very early. Long, perfect spikes.		Each .10
		Doz. 1.00	.50
"TIFFANY" (Brown) (Primulinus)		Large	1/2 Size
Pure white. A winner.		Each .10
		Doz. 1.00	.50
"WHITE BUTTERFLY" (Kunderd) (Primulinus)		Large	1/2 Size
Pure white. A beauty.		Each .10
		Doz. 1.00	.50

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

"YOSEMITE" (Diener)

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	Large	½ Size
Each	1.00
Doz.	10.00	5.00

"ORANCO" (New Primulinus)

Pale orange yellow, striped with soft red, scarlet spot in three upper petals. Flowers 4 inches, spikes 3 to 4 feet tall. An exceptionally fine Primulinus for cut flowers. Bulbs are very disease-resisting and flower fifty to sixty days after planting. It is one of the best Primulinus coming. Plant all you can of it.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"SCARLET WONDER" (Cowee)

Immense, brilliant red.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"PURPLE GLORY" (Kunderd)

Deep purplish red. Well ruffled. Large.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

Gladiolus Bulbs Mixed

These are mixed bulbs from my 1927 crossings from best varieties existing. They are of all types of Gladiolus except Tristis. They are only the most outstanding seedlings selected therefrom and many gems will be found among them, as many have not had the chance to really show what they are, but as I have a great many under observation already and many new ones coming on, it is necessary to dispose of them.

	Dozen	Hundred	Thousand
Large.....	50c	\$3.00	
Medium.....		1.50	
Bulblets.....			\$5.00

Concerning the size of bulbs, the prevailing idea of most customers is that a larger spike is expected from the larger bulb. This is wrong. A well grown and properly cured bulb measuring 1¼ inches to 1¾ inches will make a better flower spike and will flower more certain than an overfed two or three-inch bulb which in many cases will bring only a lot of leaves and no flowers whatever.

Diener's Gladiolus Hybrid Seeds

(From latest crossings)

These seeds were taken from all the Hybrids obtained from my crossings of the last few years, I having used the best kinds in existence of all types. You can expect some great things from them. This is the best you can get anywhere in the world at the lowest price.

(About) 200 Seeds.....	50c	(About) 1000 Seeds.....	\$2.00
* * * * *			

Gladiolus Seeds

These are from named varieties of all large flowering types, mixed, not including Tristis Hybrids.

(About) 1000 Seeds.....	\$1.00
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Gladiolus Seeds of the New "Spirit of St. Louis"

500 Seeds.....	\$1.50	1000 Seeds.....	\$3.00
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Diener's 1929 Gladiolus Hybrid Tristis Seeds

This year I have saved all the seeds from those fragrant seedlings of the wild species, Gladiolus Tristis, crossed with Prince of Wales and Pendleton. This gives anyone a chance to raise stock from the Hybrids who wishes to do so. They are very vigorous growers and will have a successful future for winter cut flowers.

Directions For Planting:

The seeds should be handled like Freesias. Sow them in six or eight-inch pots or boxes containing leaf mould. Do not use fertilizer. Cover the seeds very lightly with soil. Leave the seedlings in the pots or boxes until they have finished growing. Plant the young bulbs out in October.

100 Seed.....	50c	1000 Seeds.....	\$1.50
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How To Sow Gladiolus Seeds

In the southern temperatures where there is only light frost or none, the seeds should be sown out in the late fall, in rows, in the open, one foot apart. The seeds should be covered with a half inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds, using good sandy leaf mould soil or 3 to 4 year old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.

Petunia Seeds

Diener's Petunias stand supreme the world over. Since the introduction of my Ruffled Monsters in 1917 Petunias have come into great favor everywhere. People who previously did not care for Petunias chose my new giant types as their most favored flower and the demand for Petunias since the advent of the Ruffled Monster has increased enormously. I am steadily improving this strain in many ways and every year you will have something better than the year before.

Disregard claims from other growers stating that they have something better as there is nothing better than I offer here. You will always be sure of receiving true and first class quality direct from me. Some may state that their seeds are cheaper but so will be the quality, for good seeds can only be raised by artificial hand pollinization and years of experience in the proper selection of the mother plants is necessary as Petunias revert continually to the old type and only through years of experience is one able to offset this.

The disagreeable part of it is that the reverted ones flower first and so give the impression to a person unacquainted with the habits of Petunias that all the seeds are the same. However, the reverted types are less than 10%, and I am reducing this percentage more every year.

The name "Diener's" as a trade mark is registered with the U. S. Patent Office. If you buy Petunia seeds from other dealers which are labeled Diener's seeds, and the package is not sealed with my registered trade mark (Diener's Original Petunia Seeds), they are not my seeds but a substitute.



No. 42 in 3 inch Pots



No. 38 in 3 inch Pots



DIENER'S RUFFLED MONSTER PETUNIAS IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

Petunia Plants

All varieties of young Petunia plants in three inch pots will be shipped during April, May and June. WE CANNOT SHIP PETUNIA PLANTS TO DISTANCES OVER 1000 MILES FROM HERE, except cutting raised plants. I shall have cuttings of especially fine, double Petunias for Florists propagating plants during the summer. (Prices on request.) No less than one dozen Petunia plants shipped to a customer.

SINGLE VARIETIES (This price includes packing).....\$1.50 per doz.

DOUBLE VARIETIES 2.00 per doz.

EXTRA FANCY VARIETIES.....Prices on request

Richard Diener,
Oxnard, Calif.

Aberdeen, Wash.,
December 30, 1930.

Dear Sir: I again enclose a small order for seeds. As a matter of fact, one does not need to try very many. I was immensely pleased with the double Petunias from your seeds last year, wonderful flowers up to 6 inches across. They sold like hot cakes, almost before buds were opened. A few years ago one could hardly sell Petunias here but now the growing of fine flowers from your seeds is enabling me to sell more every year.

Yours faithfully,

K. W. BLADEN.



NO. 42. LARGE DOUBLE FRILLED. IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Petunias

Diener's Ruffled Monsters

(Single and Double)

For those who want smaller amounts of all single kinds, you may have sample packages of each at 25c a package. Of numbers 11, 17, 22 and 23, sample packages are 10c. Sample packages of Double seeds 50c.

The varieties marked Ruffled Monsters are of giant size, while the others are somewhat smaller. The size of flowers is given.

Please order Petunias by number.

	Trade Pkg.	Sample Pkg.
No. 1. PINK (Ruffled Monster) . Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	\$.50	\$.25
No. 2. FLESH PINK (Ruffled Monster) . Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which I carried before was red and was very similar to No. 5. I shall have only No. 5 in that color henceforth)50	.25
No. 3. VARIEGATED (Ruffled Monster) . Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter.....	.50	.25
No. 4. WHITE AND YELLOW CENTER (Ruffled Monster)50	.25
No. 5. RED, DARK VEINED AND COAL BLACK CENTER (Ruffled Monster) . Six to eight inches in diameter. This is a gem in Petunias and is a great favorite with all flower lovers. Be sure to try a package.....	.50	.25
No. 6. PALE LILAC PINK (Ruffled Monster) . Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter....	.50	.25
No. 7. RED AND WHITE VARIEGATED (Ruffled Monster) . Large golden yellow center. Six to seven inches in diameter. One of the most admired of my collection of Petunias and comes very true to type. Try it.....	.50	.25
No. 13. HELIOTROPE (Ruffled Monster) . A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine50	.25
No. 18. VARIEGATED HEAVY RUFFLED . Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across (Ruffled Monster)...	.50	.25
No. 20. MAUVE (Ruffled Monster) . Center heavily veined with Royal purple. One of my most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant....	.50	.25
No. 41. COPPER RED (Ruffled Monster) . An improvement on the much smaller copper bronze which had a habit of flapping the petals back. A very popular variety.....	.50	.25
No. 8. RUFFLED MONSTERS MIXED . This mixture contains all Ruffled Monsters mentioned above as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order.....	.50	.25
No. 9. FLESH PINK FRILLED . A beautiful dwarf growing variety of flesh pink color. Flowers heavily frilled. This is a specially fine variety for growing in 4 or 5 inch pots or window boxes50	.25
No. 11. DIENER'S BLUE . I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average 3 to 3½ inches. The color is a deep silky blue and is one of the most favored varieties.....	.25	.10
No. 14. DIENER'S PINK GLORY . The greatest novelty in Petunias. Pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers50	.25

Baltimore, Maryland, January 30, 1932.

Richard Diener, Oxnard, California.

Dear Sir: After growing your Petunias for three years I find there is nothing to equal them in size, shape or color. I always get 100% germination because I follow your instructions to the letter. Thanking you for your past promptness.

Yours very truly,

P. A. SCHNEIDER.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

No. 15.	BLUE AND WHITE. Especially adapted for window boxes or hanging baskets50	.25
No. 16.	WHITE BEAUTY. Single, heavily fringed, about four inches. Snow white, semi-dwarf50	.25
No. 17.	PALE SULPHUR YELLOW. Flowers single with heavily frilled edges25	.10
No. 19.	GIANT PINK GLORY. An improvement on Pink Glory. Same coloring as No. 14 but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence.....	.50	.25
No. 22.	ROSE COLOR. An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.25	.10
No. 23.	PALE AMARANTH PINK. Like Rosy Morn but lighter in color. Flowers single, averaging two inches across of dwarf growth. Is used extensively for bedding as it blooms profusely25	.10
No. 27.	SALMON COLOR (Single). A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets50	.25
No. 45.	THEODOSIA (Petunia). Deep rose pink, medium size with edges heavily frilled. Very good for pot plants and bedding50	.25
No. 46.	(SINGLE) DEEP VELVETY VIOLET. Flowers four to five inches. A 1932 novelty. Exceptionally beautiful.....	.50	.25
No. 47.	Jumbo Mixture of Ruffled Monster Petunias. A selection of only the very largest and most outstanding colors of these giant Petunias	\$1.00	(6 Pkts. \$5.00)

NOTE:

Double Petunias

All of our Double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings and the slowest and poorest seedlings will turn out the best doubles among them.

No. 24.	SALMON DOUBLE. A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter.....	1.00	.50
No. 25.	COPPER RED DOUBLE. A fine new color which attracts immediate attention. About four inches in diameter.....	1.00	.50
No. 26.	GREEN EDGED DOUBLE. This type comes in all colors, but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. It will attract attention everywhere.....	1.00	.50
No. 28.	DOUBLE LAVENDER BLUE. Broad petals. Flowers 4 to 5 inches in size. Very free blooming.....	1.00	.50
No. 29.	BLUE DOUBLE. Medium size.....	1.00	.50
No. 38.	DOUBLE RUFFLED MONSTERS MIXED. Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5 inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00	.50
	1000 Seeds.....	2.00	
No. 40.	MADONNA. Double frilled, snow white. About four inches in diameter. Semi-dwarf growth.....	.50	.25
No. 42.	LARGE DOUBLE FRILLED MIXED. I have worked on this strain for years to make it the finest double type for private as well as commercial growers. The percentage of double blooms is over 75%. They run in all of the most favored colors as I have used the average public taste for the combination of colors. There is nothing finer on the market today. Growth is more dwarf and compact and flowers are between 4 and 6 inches. Heavily ruffled and frilled. Plain white and whitish colors are very few in this mixture, as most people do not want them. All colors are alive and appealing.....	1.00	.50
	1000 Seeds	2.00	
No. 43.	DOUBLE ROSE PINK FRILLED. A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers 4 to 5 inches across.....	1.00	.50

Richard Diener, Oxnard, California.

Pittsburgh, Pa., January 2, 1932.

Dear Sir: Your Petunia seeds are better than any other.

Yours very truly, MAX OSTNER.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

- No. 44. **DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED.** Of the fluffy ruffled type. Flowers 4 to 5 inches across. This variety attracted more attention than any other variety of Petunia at the Southern California Spring Flower Show at Pasadena and the Gladiolus Show at the Biltmore Hotel in Los Angeles in June, 1930. It is the grandest combination of colors yet produced in Petunias..... 1.00 .50

Prices For Petunia Seeds in Quantity

NOTE: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below.

Of the following numbers (not mixed) 1, 3, 4, 5, 6, 7, 8, 9, 14, 15, 19, 20, 27, 41, 45, 46.

1/64 oz.	1/32 oz.	1/16 oz.	1/8
\$2.50	\$4.00	\$8.00	\$15.00

Of numbers (not mixed) 11, 17, 22, 23.

1/32 oz.	1/16 oz.	1/8 oz.
\$3.00	\$6.00	\$12.00

Of Numbers 24, 25, 26, 28, 38, 42, 43, 44.

1/64 oz.	1/32 oz.	1/16 oz.
\$8.00	\$15.00	\$30.00

Larger Amounts On Request

NOTE: The new varieties that are not listed above will not be sold in quantity this year.

Sowing Of Petunia Seed

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three to four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seed.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

* * *

Baldwin, L. I., New York, February 15, 1932.

Richard Diener, Oxnard, California.

Dear Mr. Diener: The Petunia seeds ordered last year germinated 100%. The blooms were wonderful and I was pleased in every way.

Yours very truly, FRANK P. HEALY.

* * *

Durham, North Carolina, January 12, 1932.

Richard Diener, Oxnard, California.

Dear Sir: I had wonderful Petunias from your seeds last year and sold them at 25c per plant.

Respectfully yours, PAUL WHEELER.

* * *

Tokyo, Japan, December 27, 1931.

Richard Diener, Oxnard, California.

Dear Sir: You may be interested to know that I was very successful with the double Dahlia seed purchased last year and raised three of the finest double Dahlias I have ever seen.

Yours very truly, W. N. MURRAY.

Handling Of Young Petunia Plants When Growing In 3-Inch Pots For The Market

In order to have large flowers and brilliant colors in three inch pots, a good soil is absolutely essential for the young plants.

Following are directions for preparing the best soil: It is best to use an even mixture of leaf mould and old rotten manure (four or five years old or from the hot bed). However, if no old manure is available leaf mould will do. To a cubic yard of soil add a four inch pot of fresh Portland cement, a five inch pot of bone meal, a five inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. Let this soil lay in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using. Do not add anything else as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure, or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used plants will be spindly, flowers small and colors bleached out. This has been the cause with many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young as they are naturally stocky and of dwarf growth, which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. See the book page at the end of catalogue.



PETUNIA SEEDLINGS 8 DAYS AFTER SOWING

Our Way of Sowing Petunia Seeds

As the proper way in sowing out Petunia seeds is the most essential part of their success, I am showing a photograph of how we handle them to get 100% germination. The picture was taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting, as they are enabled to become large enough here to plant them at once in 3-inch pots, and we are also able to stir the soil up between the rows. The boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.

AMARYLLIS
Diener's Everflowering
Mammoth Hybrids

Amaryllis have always been highly favored by myself and consequently I have applied special attention in improving them as much as possible. Among my early crossings there appeared a few which flowered two times in one year, so I crossed them together, which gave me seedlings flowering even oftener than twice a year. Those I used for my stock of Amaryllis which I am now offering. Many flowers are from nine to fourteen inches across in diameter and have four to six flowers to the spike. The colors run from nearly white through all shades of pink into the deepest fiery scarlet. These Amaryllis always attract a great deal of attention. They are easy to raise and flower about fifteen months after sowing. They are very valuable as cut flowers. If the pollen is removed when the flowers open they will last for several weeks. These mammoth Amaryllis Hybrids are destined to be a wonderful show flower. Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

PRICE: In 5 or 6 inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **READY NOW.**

Per Dozen: **\$1.50**

Per 100: **\$10.00**

Prices for larger amounts on request.

In ordering less than 1 dozen Amaryllis plants add 25c for packing.



AMARYLLIS
 Diener's Ever Flowering Mammoth Hybrid

Amaryllis Seeds

Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil, just sufficient to hold down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three inch pot or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

Price: 20 Seeds .50; 100 Seeds \$1.50; 1000 Seeds \$12.50.



Diener's Amaryllis Equestris Hybrids

Amaryllis Equestris is a species of Amaryllis growing wild in the Philippine Islands and is everflowering there. About ten years ago I started to cross it with my own Hybrids, obtaining some wonderful new colors in copper, coral, salmon and orange. These I crossed again, this time for distinct colors and larger size. The ones I offer now are from the second generation and some even are from the third. They are unquestionably the most gorgeous colored and easiest growing Amaryllis so far produced and the size of the flower is nearly as large as my Giant Everflowering type. I exhibited flowers of this type at the Southern California Spring Flower Show at Pasadena in April, 1930, and they made a decided hit with the throng that attended the show. The colors are soft and clean. They run from flesh pink to salmon, orange, copper and red to the deepest scarlet. They have as many as six flowers to a stem. Raise all you can of these Amaryllis as you cannot help but make money with them. The main crop is around Easter, but they flower several times through the year. They should be watered continually and not rested. Although they can be rested if desired. Curious enough, while snails are very fond of other Amaryllis they do not bother the Equestris Hybrids. They will flower from 15 to 18 months after sowing from seeds. Use small pots rather than too large. Six inch pots should be the limit.

PRICE: In 5 to 6 inch pots, \$2.00 to \$10.00, according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00, according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. READY NOW.

Per dozen \$1.50; per 100 \$10.00. Prices for larger amounts on request.

SEEDS: 20 Seeds .50; 100 Seeds \$1.50; 1000 Seeds \$12.50.

In ordering less than 1 dozen Amaryllis plants add 25c for packing.

DAHLIA BULBS

Following I offer twelve new Dahlias of my own origination, all perfectly double, and since hundreds of people who visited my gardens during the last few years have taken down the number of the seedlings they were especially attracted to, I am giving the number of each variety with the name. From several thousand outstanding new seedlings these twelve varieties take the highest place, and I am sure they will do so everywhere even in very hot and dry climates, as they originated in a warm climate. All are good keepers when cut.

Richard Diener
(Seedling No. 426)

Golden orange, iridescent. Around ten inches in size. Disease resistant, does not mildew. Each flower has a three to four-foot, strong, wire-like stem carrying the flower gracefully. It is one of the best keepers even in hottest weather. The flowers are ball-shaped when fully open, showing no empty back. This Dahlia is absolutely faultless in every detail and of all the varieties I have seen (and I have seen over 100,000 seedlings of my own) it beats anything shown yet. The fact that I named it for myself is enough guarantee for its superior quality. After watching it four years I have been unable to find anything wrong with it, and I am perhaps the most severe critic of all. What my Gladiolus W. H. Phipps and Mrs. Leon Douglas are among Gladiolus today, the new Dahlia Richard Diener is among Dahlias, first in rank. As my personal time is taken up with so much work here I was not able to exhibit any of my Dahlias at shows, although I have visited all important shows. The color of this Dahlia is so outstanding and wonderful that it must be seen in order to realize its beauty as even a color picture cannot reproduce the iridescence of it. Every visitor during flowering season was struck by its beauty and most of them took the number of the seedling (No. 426). I am absolutely sure that in a very few years it will be one of the most widely grown Dahlias. It will easily overshadow anything in Dahlias just as my above mentioned Glads do in Gladiolus today. Is an easy and fast propagator and will make sure money for anybody who handles it.
Per Bulb \$5.00 (Divisions)

Edward Everett Horton
(Seedling No. 538)

Snow-white, perfectly built double of very largest size and one foot in diameter on strong, straight, long stems. Flowers are perfectly placed. It is perhaps the largest white Dahlia with good stems so far produced. A winner.
Per Bulb \$5.00 (Divisions)

Mabel Terhune Swift
(Seedling No. 217)

Phlox purple, flowers ten inches, self-color. One of the most perfect Dahlias I ever saw in growth, stems and placement of flowers. Unexcelled for cut flowers and bedding. Grows about five feet tall.
Per Bulb \$5.00 (Divisions)

Miss Lillian Arnold
(Seedling No. 540)

Pale Persian lilac, overlaid and speckled with Laelia pink, or silver pink in other words. A new type in Dahlias. A perfect Chrysanthemum-shaped, correctly and horizontally placed on long, wire-like stems. Ten inches in diameter. A variety of great merit.
Per Bulb \$10.00 (Divisions)

Marylin Alice Krouser
(Seedling No. 303)

A semi-cactus, apricot orange. Flowers about seven inches. A color which has attracted every visitor. Brings a great amount of flowers on fine, graceful, wire-like stems. Grows about five feet tall. It is an excellent cut flower variety as well as for borders. Flowers show up well in the evening, under light.
Per Bulb \$3.00 (Divisions)

Mrs. Ralph E. Burson
(Seedling No. 539)

White underground, each petal seamed and overlaid with rose purple. Long, fine stems; flowers about ten inches, very free flowering and a first class commercial florists' cut flower and a fine keeper. An unusual fine lavender Dahlia.
Per Bulb \$3.00 (Divisions)

Florence Ellis
(Seedling No. 433)

Of large size, fine build on long, straight stems. Color is scarlet, reverse side of each petal is orche buff yellow. A very attractive and showy variety.
Per Bulb \$3.00 (Divisions)



Mrs. Charles Blackstock

(Seedling No. 473)

This Dahlia is a seedling from and a great improvement on "Queen of the Garden Beautiful." It was hard to bring the bulbs of "Queen of the Garden Beautiful" over the winter, but this new variety goes through the winter in best condition. Has enormous, perfect double flowers and broad petals of pale lemon yellow. An easy grower and propagator. Extremely free flowering and healthy. This variety is a Dahlia of the first magnitude and will take first rank by its merits alone. It is true that there have been a great many new Dahlias brought out during the last few years; I myself have brought out thousands of varieties better than there were, but when it comes to really outstanding ones this one is outstanding and will be for some time. I have had it under observation for four years and it is a winner. Per Bulb \$5.00 (Divisions)

DAHLIAS

Bessie H. Craig
(Seedling No. 507)

Color: Lemon yellow speckled with light coral red toward the tips. Petals are curved and folded so that the reverse side comes to the front. Reverse side of petals is light coral red. A very attractive color combination. Flowers reach twelve inches in diameter without special effort. They have fine strong wire-like stems presenting the flowers in a most perfect way. A fine keeper, very free flowering and a very healthy grower. Perfectly double and faultless in every detail and one of the largest kinds in existence.
Per Bulb \$5.00 (Divisions)

Bertha Lighton
(Seedling No. 537)

Deep, velvety maroon, black in center. Ten inches in diameter; perfectly double flowers on long, strong stems. An unusually attractive variety and perhaps the darkest in existence.
Per Bulb \$5.00 (Divisions)

Babe White
(Seedling No. 102)

Liserian purple, of very large size on fine wire-like stems, perfectly placed; extremely free flowering and first of all to flower. A seedling of Mrs. Carl Salbach and will be in great demand for cut flower purposes and borders. It is a self-colored lilac.
Per Bulb \$3.00 (Divisions)

Florence Roberts
(Seedling No. 1)

Snow-white, flowers eight inches in diameter. Petals split on ends; very free flowering. This Dahlia has the finest slender, wiry stems of any Dahlia I have ever seen with the flower correctly placed. It is perfect in every way.
Per Bulb \$3.00 (Divisions)

Orchid Lady
(1933 Novelty) (Burson)

A new Dahlia of great merit for all purposes. Average diameter, twelve inches. Wiry stems and a fine keeper when cut. The color is a clear lavender, or according to Ridgeway's, Liserian purple.

Per Bulb \$2.00 (Divisions)

Sunny Boy
(1933 Novelty) (Burson)

Light orange yellow. Center petals when half open are Micado orange, which gives a very pleasing color effect to the flower. Extremely large on wiry stems. It is faultless and should be a great commercial variety as well as for show. Fine keeper when cut.
Per Bulb \$2.00 (Divisions)

Dahlia Seed

For many years I have used much time, labor and money to bring this lovely flower to the highest perfection. In this I have succeeded most satisfactorily. Due to the unpleasant financial conditions which prevail the world over today, I have devoted my time more to raising Dahlia seeds than bulbs and that makes it easier for anyone to raise my highly improved Dahlias with little expense, as I have placed the price so low that anyone can raise them. Every seedling is new, as none ever come exactly true from Dahlia seeds, and if you have a very outstanding seedling you may patent it and exploit it commercially. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred Dahlia plants may be grown and if you want some real fun watch a bunch of high-class Dahlia seedlings coming into flower. One must have only the best seeds, as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at planting time.

Chrysanthemum Dahlia Seed (Mixed, Double)

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems, and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me years to perfect this type.

SEEDS FROM THE FINEST SELECTED, SEPARATELY GROWN:

25 Seeds .75	50 Seeds \$1.50	100 Seeds \$3.00	1000 Seeds \$15.00
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CHRYSANTHEMUM DAHLIA

Snow White Dahlias, All Types Mixed

This is a mixture of all types of snow-white Dahlias, most of large size and some measuring over a foot in diameter on perfect wire-like but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 Seeds .50 50 Seeds \$1.00 100 Seeds \$2.00

Diener's Giant Double Hybrid Dahlias

This mixture contains only the largest and most perfect Dahlias the world has ever seen and includes all types except the Chrysanthemum Dahlia. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower. This is confirmed by testimonials from everywhere.

25 Seeds .75 50 Seeds \$1.50 100 Seeds \$3.00 1000 Seeds \$15.00

Fancy Selected Dahlias

Of all large flowering types, including Chrysanthemum Dahlia.

25 Seeds .50 50 Seeds \$1.00 100 Seeds \$2.00 1000 Seeds \$10.00

Cactus Dahlia Seeds, Mixed

This is a mixture of many very fine Cactus Dahlias.

25 Seeds .25 50 Seeds .50 100 Seeds \$1.00

Dahlia seedlings should be planted three feet apart. They will commence flowering two months after planting and will flower earlier than when raised from bulbs.

* * *

Richard Diener, Oxnard, California.

Flushing, New York, October 25, 1931.

Dear Sir: Just a few lines in regard to the package of Dahlia seeds I received from you last spring. The blooms cut from my plants were certainly wonderful. I cut about a dozen blooms this morning and only one single, but what a single that one is—a beautiful red, eight inches. There were a number of prize winning Dahlias at the big show this year and I would not trade one of mine for six of them. I certainly wish to congratulate you for producing such seeds and as I tell my friends, there is a surprise package in every seed.

Respectfully yours,

GEORGE W. ROBINSON.



Pompon Dahlia

Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and road-stands.

100 Seeds \$1.00

1000 Seeds 5.00

Dahlia Maxoni

Grows 7-10 feet high and flowers in the late fall, making an immense cluster of flowers of soft pink, each one about four inches in diameter. It flowers the first year from seed and makes large tubers like other Dahlias. It is very showy. In the northern climate it should be raised in large tubs in the open and taken inside when frost appears.

Trade Package \$1.00

* * *

Los Angeles, Calif.,

December 16, 1931.

Dear Sir: The Snow White Dahlia seeds which I purchased from you last year came 96% true to color. I was very well satisfied with their shape and general form.

Sincerely,
THOMAS KIRK.

Directions For Sowing Dahlia Seeds

Sandy leaf mould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for 2-3 months or until ready to go into the open. Plant in the full sun and stake early.



CACTUS DAHLIA TYPE

Richard Diener, Oxnard, California.

Thomson, Georgia, July 12, 1932.

Dear Sir: My "Dreams of Beauty" Delphiniums planted March, 1931, bloomed in May, 1931, all summer and some in the fall, this spring and so far they have been magnificent. Took all prizes at the Spring Flower Show, an unusual record for this hot section. They do not give much bloom in July and August but do not die and are not only proving wonderful sun fighters but disease-proof.

My Petunias are gorgeous. A border of the Ruffled Monsters in the hot sun are five inches in diameter.

Yours very truly, JESSIE D. WATSON.

* * *

Richard Diener, Oxnard, California.

Fairfield, Virginia, May 4, 1932.

Dear Sir: I have seen such wonderful Delphiniums raised from seeds you put out that I am writing for information. Have seen many plants of the above named flowers but none to equal those raised from your seeds.

Yours very truly, MRS. C. P. NOWLIN.

* * *

Richard Diener, Oxnard, California.

Chicago, Illinois, September 10, 1931.

Dear Sir: It gives me great pleasure to write a few lines to you because I am more than pleased with flowers I have grown from the Dahlia seeds I bought from you in the spring. I have Dahlia flowers that are marvelous, about ten inches by five and six inches in depth and lovely colors, dark red, yellow, pink, white, orchid and others.

Yours very truly, JOSEPH HINES (Florist.)

Asters

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

EARLY BEAUTY	Package	IMPROVED CREGO ASTER	Package
Crimson	\$.15	White15
Lavender15	Deep Rose.....	.15
White15	Pink (Shell Pink).....	.15
BEAUTY CARMINE ROSE		Violet15
Carmine rose.....	.15	OSTRICH FEATHER	
UPRIGHT BRANCHING ASTER		Deep Rose.....	.15
Flesh Pink (Pink Enchantress)....	.15	GIANT BRANCHING COMET	
		ASTER, Royal Purple.....	.15
		White15

For all the above wilt-resisting varieties, quantity prices are as follows:
 $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.50. Larger amounts on request.

A New Aster of Exceptional Merit

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

	Package		Package
SWANSDOWN, Pure White.....	\$.15	MAIDEN'S BLUSH, Delicate Flesh..	.15
AZURE FAIRY, Clear azure blue....	.15	PEACH BLOSSOM15
1 Package each of four above varieties.....			.50

Quantity prices: $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.50

Ostrich Feather Aster

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, $2\frac{1}{2}$ feet high.

WHITE, turning to	Package		Package
Sky Blue (dwarf).....	\$.10	DEEP ROSE	\$.10
CINNABAR, for border work.....	.10	LIGHT BLUE10
CRIMSON10	ROSE PINK (lavender pink).....	.10
DARK BLUE (or purple).....	.10	SHELL PINK10
WHITE10	SKY BLUE10
		FINEST MIXED10

Quantity Prices: $\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 65c; 1 oz., \$1.75

Miscellaneous Varieties

PEERLESS YELLOW	Package
Best yellow.....	\$.10

Improved Giants of California

Blooming season from early July until killed by frost.

	Package
WHITE, New, fine.....	\$.15
PEACH BLOSSOM15
LIGHT BLUE15
DEEP ROSE15
DARK PURPLE15
FINEST MIXED15

One Package each of above at..... .60

Quantity prices for the above as follows:

$\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.50

Early Beauty Type Asters

AZURE FAIRY,	Package
Azure blue or dark lavender.....	.15
CRIMSON15
PEACH BLOSSOM15
PURPLE15
ROSE, pleasing deep rose.....	.15
SEPTEMBER BEAUTY, flesh pink ..	.15
WHITE15

One Package of each of above..... .60

Quantity prices for the above as follows:

$\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.50

HEART OF FRANCE	Package
Plants about 2 feet high, branching habit, flowers medium size, rich dark red	\$.15

Improved Queen of the Market

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

	Package
CRIMSON	\$.15
DARK BLUE15
FLESH PINK15
LIGHT BLUE (or dark lavender)....	.15
DEEP ROSE15
SCARLET15
PURPLE (reddish) (new).....	.15
WHITE15

Quantity prices for the above as follows:

$\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.50

Improved New Giant California Sunshine

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

MIXED COLORS	Package
	\$.10

Quantity prices for the above as follows:

$\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 65c; 1 oz., \$1.75

Early Flowering Types
(Extra Early Express, or Early Wonder Aster)

These are the earliest blooming Asters. Flowers large and full of the Comet type (Dwarf).

	Package
CARMINE ROSE (New).....	\$.15
CRIMSON (New).....	.15
LIGHT BLUE (New).....	.15
ROSE.....	.15
WHITE.....	.15
FINEST MIXED.....	.15

Quantity prices for the above:
1/8 oz., 50c; 1/4 oz., \$1.00; 1 oz., \$3.50

Improved Crego Aster

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

	Package
CATTLEYA, Orchid (new).....	\$.10
fascinating.....	.10
WHITE.....	.10
PINK, shell pink.....	.10
CRIMSON.....	.10
AZURE BLUE.....	.10
DEEP ROSE.....	.10
PURPLE (or dark blue).....	.10
ROSE PINK (lavender pink).....	.10
FINEST MIXED.....	.10

Quantity prices for the above as follows:
1/8 oz., 35c; 1/4 oz., 65c; 1 oz., \$1.75

ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection and no garden is complete without these wonderful flowers, no matter how small the garden is. Even in window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

Sow them out in a sandy leaf mould soil in pots or boxes, or it is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

Double Gt. Dahlia Flowered

LUMINOSA Package
This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmon..... \$.15

OLD GOLD
Glowing, burnished deep and lighter shades of old gold..... .15

EXQUISITE
By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color light rose with center a deep rose..... .15

ORIOLE
We consider this the most beautiful of its class. It is an immense orange and gold bi-color, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named..... .15

ILLUMINATION
Similar to Exquisite, but a striking self-color of deep rose..... .15

CRIMSON MONARCH
By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary merit..... .15

GOLDEN DAWN
A beautiful golden yellow of immense size and good form. Very attractive.... .15

CANARY BIRD
A delicate shade of primrose, very large and holds its color well until out of bloom..... .15

DREAM
A fine, deep lavender, turning to purple, a new desirable shade in Zinnias..... .15

PURPLE PRINCE
A fine, deep purple, large and well-formed..... .15

POLAR BEAR
A very large pure white, the best white yet seen in Zinnias. True Dahlia form..... .15



Zinnias

Largest and most up-to-date strain so far produced.

Special Gold Medal Mixture

A well blended mixture containing all the above novelties.....\$.15
 Quantity prices are as follows: 1/8 oz., 30c; 1/4 oz., 50c; 1/2 oz., 85c; 1 oz., \$1.60

Improved Lilliput, Pompons or Baby Zinnias

Small, double flowers for pots, borders or cut flowers.

	Package		Package
CANARY YELLOW	\$.10	SCARLET GEM (Red Riding Hood)	\$.10
CRIMSON GEM10	FLESH10
GOLDEN GEM10	PURPLE10
ROSEBUD (new) rose pink10	WHITE GEM10
SALMON ROSE10	FINEST MIXED10

Quantity prices are as follows: 1/4 oz., 45c; 1/2 oz., 75c; 1 oz., \$1.25

New Double Sweet Scented Nasturtium

"Golden Gleam"

An outstanding novelty for 1932, golden yellow. The flowers have stems six inches in length which makes it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented. Package (12 seeds), 25.

Larkspur

Giant Imperial (Improved Upright or Mammoth Column)

The giant imperial strain of larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

	Package		Package
MISS CALIFORNIA	\$.10	BLUE SPIRE	\$.10
Deep pink on salmon10	LILAC SPIRE10
CARMINE KING10	WHITE SPIRE10
Deep carmine rose10	DAINTINESS, Delicate lavender10
EXQUISITE PINK IMPROVED10	GLORIA10
EXQUISITE ROSE10		
PEACH BLOSSOM10		

1/2 oz., 50c

1 oz., \$1.00

Columbine

Long spurred, finest colors, mixed. Package.....\$.25

Watsonia Seed, Mixed

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter.

Sample package.....50c Trade package.....\$1.00

Larger amounts on request.

Hibiscus

Giant Marvel Mallowe (Diener's Hybrids)

These new giant Hibiscus can be raised in the tropics as well as in Alaska. In cold climates they are absolutely hardy. The flowers are single and come from 7-10 inches in diameter. The colors run from snow-white through all colors of pink to red and deep maroon. They grow on bushes from 6-8 feet high and flower about two to three months during the summer. Seedlings will flower the first year if handled correctly but they reach perfection during the second year. The bush dies down during the winter and comes up again during the spring. They are healthy and vigorous growers and will easily grow in any kind of soil. They require plenty of water.

This is one of the most showy flowers in existence. A few bushes of it should be in every garden.

Mixed colors. Per package.....\$.50

Thalictrum Dipterocarpum

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding. Trade package, .50; 1/2 oz., \$1.75; 1 oz., \$3.50

New Cynoglossum Amabilis

"Chinese Forget-Me-Not" (Diener's Improved)

The best Forget-Me-Not so far produced. Each plant makes a mass of well built, long spikes of the finest Forget-Me-Not color, and is very valuable as a cut flower as well as for bedding plants. A great improvement on the original type.

Sample package, 10c; Trade package, 25c

Scabiosa (Annual)

Giant flowering Double, blue mixed.....Per pkg. 10c
 Giant flowering Double, mixed colors.....Per pkg. 10c

Diener's Delphinium Hybrid Perennials
"Dreams of Beauty"



FLOWER SPIKES 4 FT. HIGH CUT FROM 6 MONTHS OLD SEEDLINGS

Sample pkg., 50; Trade pkg., \$1.00; ½ oz., \$2.50; 1 oz., \$5; lb., \$60.00.

Directions for Sowing:

Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times a day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition do you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with airslacked lime. Keep the young seedlings shaded with cheesecloth.

The largest and most perfect strain of perennial Delphinium so far produced. They are also the best strain to stand great heat. This has been proved in comparing the best European strains and those of this country with them.

The color combinations are exceptionally beautiful and the name Dreams of Beauty is about the most fitting for them as you will agree when you see them in flower. They bring immense flowers on slender, wirelike stems with laterals. They are disease resisting and do not mildew. Include all colors which run from pale skyblue through all shades of blue to the deepest indigo blue. Are alive and distinct, none of those pale, washed-out colors in this strain. A great many have pink fillings. They are single, semi-double and double. I have received the finest testimonials from many countries concerning the seeds I have sent out in previous years but the seeds I am sending out this year will bring plants greatly improved in many ways to those sent out before. However, as I raise them in large amounts, the price of the seeds will be less than others.

Gerbera Jamesoni (Diener's Hybrids) (Transvaal Daisy)

The Gerbera seeds I am offering here are the acme of perfection and you could not get anything better anywhere. The colors are brought to the highest perfection and run from snow-white to many shades of light pinks, yellow, apricot, lavender to the highest scarlet, with stems from two to three feet long and very free flowering. They are the daintiest flowers for vase and decorations and have the best lasting qualities.

Gerbera seeds will not germinate after they are four to six months old. I harvest the seeds all year and will send only freshly harvested seeds. Every seed should germinate.

Package, .25; 1/16 oz. (about 500 Seeds), .75; 1/8 oz., \$1.25; 1/4 oz., \$2.00
1/2 oz., \$3.50; 1 oz., \$7.00

Directions for Sowing:

In parts of the country where only light frost occurs it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board. Then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and close the rows by pushing the soil over them sideways with a flat piece of board, the less soil over the seeds the better, for if they are too far under the surface they cannot come up. Water and cover with a frame made of cheesecloth shading. A

light shade is necessary to bring the seeds up quickly. Keep the soil just moist, don't soak it for they do not want much water. They should be kept in the place where sown without transplanting for at least four months. Then they should be planted in four-inch pots in rich soil or in the open, fifteen inches apart. Care should be taken that just the root part is in the ground, the heart must be above the soil. Once a month is often enough to water them in the open and when they are watered see that they are moistened well. Planting in the open is best done in the fall. In cold climates it is best to sow them out in boxes filled with leaf mould soil in which some sand has been mixed and the soil must be at least four inches deep in the boxes. Here you may make the rows two inches apart and three seeds to the inch in the row. Leave the young plants in the boxes at least three months. Then either pot them or plant them in the open. They are semi-tropical and must be taken indoors where the ground freezes in the winter. When planted on benches in the greenhouse, they should be handled just like carnations and the temperature should be between 50 and 60 degrees, not over. They need plenty of light and air under glass. Gerbera is a perennial and after two or three years the plants can be divided up. Always keep them free from weeds.



Gerbera Jamesoni (Diener's Hybrids) (Transvaal Daisy)



STATICE SINUATA (DEEP BLUE)

Statice Sinuata (Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Directions for sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they go. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

White.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Deep Blue	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Blue	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Yellow.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Pink.....	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00
Mixed	25c Pkt.	¼ lb. \$1.00	1 lb. \$4.00

Larger amounts on request.

PASTEL SHADES MIXED: This is a mixture of all the most modern shades of statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

Packet .25; ¼ lb. \$1.00; 1 lb. \$4.00

* * * * *

Middletown, N. Y.
August 8, 1931.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: In the spring of 1929 I purchased \$5.00 worth of Gladiolus seeds from you. I had blooms from some of the seeds the first year and everything is blooming this season and the most gorgeous sight you ever saw. There are thousands of the blooms and I wish you could be here to see them. Really they make the other Glads I have had and supposed to be most excellent varieties look awful cheap, in fact, many of them are finer than anything I ever saw and I have attended several of the large shows.

Yours truly,

A. R. DEMING.



DIENER'S NEW GIANT DOUBLE WHITE SHASTA DAISY (Perennial)

This new double Shasta Daisy will be a great addition to our cut flowers. It is around five inches in diameter on long stiff stems and flowers for about three months. They look very much like giant Asters and in locations where Asters cannot be raised, due to diseases, this double Shasta Daisy will take the place of Asters and will be one of the best novelties in the next few years.

Pkg., .25; 6 Pkts., \$1.00; $\frac{1}{8}$ oz., \$6.00; $\frac{1}{4}$ oz., \$12.00; 1 oz., \$40.00

Shasta Daisy, Single White, Mixed

Package, .10

6 Packages, .50

Giant Semi-Double Long Stemmed Shasta Daisy

This type has a row of petals outside and are overlaid with split, curled, and quilled petals which form unusual and beautifully-shaped flowers four to five inches in diameter on stems up to four feet long.

Package, .25

6 Packages, \$1.00

Giant Single Broad Petaled Shasta Daisy

Flowers five to six inches in diameter on three to four-foot, strong, wiry stems. The largest Shasta Daisy so far produced.

Package .50

6 Packages, \$2.00

Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover same and keep moist. Shade the seed bed with either cheese cloth or muslin until they are up. (Handle them just like you would handle Pansy seeds.)

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Sweet Peas

The following varieties are creations of Mr. Anton C. Zvolanek and represent the best today in Sweet Peas.

	Price Per Packet
1. ROSE. One of the finest rose colored Sweet Peas in existence.....	\$.25
2. PINK. Brilliant rose.....	.25
3. PERFECTION. Mammoth dark rose.....	.25
4. SUNBEAM. Long stemmed, light pink.....	.25
5. MISS ALICE M. RAINFORD. Dark salmon with cream touch. Very wavy....	.25
6. SANTA BARBARA. Mammoth dark orange red. Long stemmed.....	.25
7. COMET. Light salmon pink. Long stemmed.....	.25
8. WHITE ROSE. A mammoth, beautifully formed pure white.....	.25
9. BRIDAL VEIL. Large white with extra long stems.....	.25
10. IMPROVED SWAN. Purest white of large size.....	.25
11. MICHIGAN. A mammoth dark pure lavender with long stems.....	.25
12. ED ZVOLANEK. Lavender. Brings mostly four flowers to the stem.....	.25
13. MRS. CHAS. ZVOLANEK. A beautiful, clear lavender.....	.25
14. MISS ANNIE HOLSCHER. Blue and white variegated. Very artistic variety25
15. BLUE SENSATION. Clear blue.....	.25
16. PALE BLUE. Largest and clearest pale blue.....	.25
17. BLACK LADY. Dark maroon.....	.25
18. RED. Very large scarlet with extra long stems.....	.25
19. VULCAN. Fiery bright red.....	.25
20. GLITTERS. Large, orange scarlet.....	.25
21. GOLDEN ORCHID. Canary yellow. Large flowers and long stems.....	.25
22. PRIMROSE. Cream flushed with pink and bronze edges. Large flowers and long stems25
ZVOLANEK'S GRAND MIXTURE. One row of this mixture is a revelation in any garden. It consists of many of the finest varieties in existence in all existing colors. Nothing better could be had anywhere.....	.25

Per ounce: .75 Per pound: \$10.00

DIRECTIONS: In order to get best results with Sweet Peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them about four or five feet tall and train them over this. The seeds should be planted very shallow.

Tritoma

Diener's Hybrids
(Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from 4 to 6 feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from 4 to 6 weeks to come up and should be kept very moist. Trade package, 25c; 6 Trade packages, \$1.00

Tritoma Rufa Hybrids

Tritoma Rufa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

Directions: Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks. Package, 25c; 6 packages, \$1.00

Freesia Seeds

From my own Hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early many will flower five to six months after sowing.

Package, .25; 1/2 oz., .50; ounce, \$1.00; 1 pound, \$15.00

Richard Diener,
Oxnard, Calif.

Perkinson Miss.,
June 25, 1931.

Dear Mr. Diener: Early in the spring we sent you our check for 1000 Amaryllis Hybrid seeds. They came promptly. We planted them according to your instructions. I do wish you could see them, some of them are now four leaves high, and just as full of life and vigor as one could wish for. We got 727 plants from the thousand seeds. We bought 1000 seeds from another firm at the same time, not a single one did we get up. We also secured from the Department of Agriculture 300 seeds. We got 101 plants.

Sincerely yours,

INTERIOR NURSERY CO.



Pansy Seed

The following list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones I offer here and you will be surprised at their size and wonderful colors.

How To Sow Pansy Seeds

Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheesecloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.

Mastodon Pansies

JUMBO MIXED (New). These pansies will bring gigantic flowers without any special effort, measuring up to 4¼ inches in diameter. They have a wide range of colors in all shades of the rainbow.

PRICE: Package, .25; 1/32 oz., 85c; 1/16 oz., \$1.25; 1/8 oz., \$2.25; 1/4 oz., \$4.25; 1/2 oz., \$8.25; 1 oz., \$16.00

SEA BLUE (New). The most beautiful shade of blue we have ever seen. Very large.
1 oz., \$9.00

PRICE: Package, .25; 1/16 oz., .75; 1/8 oz., \$1.25; 1/4 oz., \$2.50; 1/2 oz., \$4.75;

"400" MIXED. A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

PRICE: Package, .25; 1/16 oz., .85; 1/8 oz., \$1.25; 1/4 oz., \$2.50; 1/2 oz., \$4.75; 1 oz., \$9.00

Pansies

MIRACLE MIXED. Finest types of our strains, latest novelties.

PRICE: Package, .25; 1/16 oz., .65; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; 1 oz., \$7.00

MASTERPIECE MIXED. Long stems. BEST FOR CUT FLOWERS.

PRICE: Package, .25; 1/16 oz., .85; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1/2 oz., \$5.25; 1 oz., \$10.00

GREENHOUSE SPECIAL MIXED. Fine market strain.

PRICE: Package, .25; 1/16 oz., .50; 1/8 oz., \$1.00; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.00

GOLDEN GATE. A monster golden yellow.

VULCANO. Burgundy red, long stems.

ISABELLE. A ruffled bronze and yellow.

MLLE. IRENE. A henna red type, new to pansies.

PRICE of each of the four above varieties: Package, .25; 1/16 oz., .65; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; 1 oz., \$7.00

PANAMA PACIFIC. A large yellow.

PARISIAN YELLOW. A pure yellow.

BRONZE. Very large. Many shades.

WHITE (Dark Center). Very large.

BLACK. Nearly all jet black.

GRAND DUKE MICHEL. The largest all-white pansy.

STRIATA. Striped sunburst.

MADAME STEELE. Elk's purple; immense blooms; a perfect self.

MADAME PERRETT. Bordered white; colors—pink, wine and red.

PRINCE HENRY. A splendid dark blue.

IMPROVED BEACONSFIELD. A fine bluish purple with a distinct lavender tinge.

ADONIS. Light blue and lavender shades.

PRICE of each of the twelve varieties named above is: Package, .25; 1/16 oz., .50; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$2.75; 1 oz., \$5.00

OTHER PRICES: Your choice of any of the above 22 varieties at:

5 Packages, assorted colors..... \$1.00

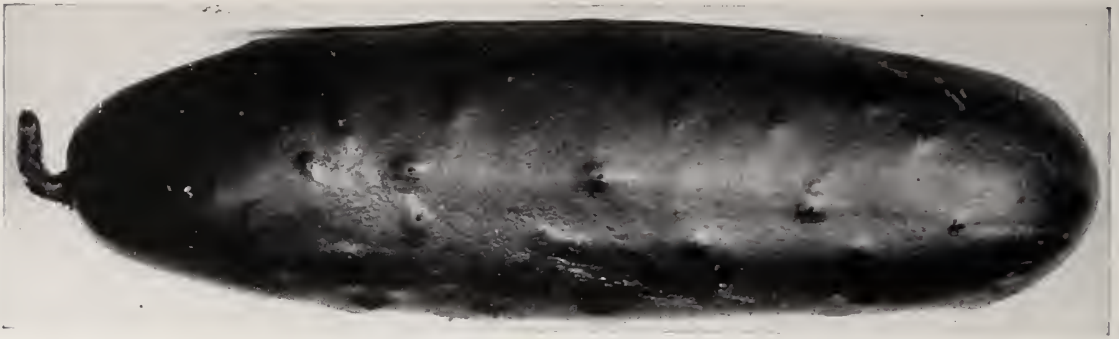
All 22 varieties (1 Pkt. each)..... 4.00



ICELAND POPPY CALIFORNIA (DIENER)

Flowers are golden orange, exactly like the California Wild Poppy, *Echolzia Californica*, in size and color. It is a very valuable cut flower for growing under glass in the winter where it is raised the same as carnations, and for outdoor bedding. It flowers for months and brings a great amount of flowers on stems fifteen to twenty inches long and lasts well when cut. We are selling a quantity of Poppy plants locally in 3-inch pots at 10c each or \$1.00 per dozen; having one to two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower immediately want it.

Sample package, 25c. Trade package, 50c. 6 Trade packages \$2.00.



Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately. Price per pkg., 25c; per oz., \$7.00.

Directions For Planting Cucumbers In Greenhouse

The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferable from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

Cucumber "German Delicatess"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Per pkg., 25c Per oz., \$1.00

Tomatoes

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup. One corporation raises over 6,000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best Fungi-resisting tomato yet produced.

Most of the trouble with tomatoes on the coast is not disease but too much sunlight. I have always believed that a tomato wants all the sun it can get, but that is not so, as I found out by an experiment. I planted a patch of tomatoes, half under lath house shading and the other half extending into the full sun, both halves joining each other. The same variety, same seeds, soil, etc., were used. Those in the full sun died completely after the first crop was picked in August, while those under lath shading kept healthy and bearing fruit until February, six months longer than those in the full sun. The variety that I used for this trial was the Ventura tomato, so if you have trouble in raising tomatoes in your locality, try shading them. Cheesecloth will do for shading if you have just a small garden. Raise a few tomatoes in small lots. It is best to train them up on eight foot high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry, as otherwise the flowers would drop off. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of my customers prefer this variety.

Tomato Collection

For those that have a small garden and want only a few plants of each, I have a collection of a few seeds of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, ALL FOR 25c.

The Diener Tomato "KING OF ALL TOMATOES"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup.

Seed, per pkg., .25; per Trade Pkg., 50c; per oz., \$1.00; per lb., \$15.00

Diener's Forcing Tomato

For Greenhouses and Frames. An immense free bearing tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today.

Trade pkg., .50; per oz., \$2.00

The Pepper Tomato (Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Per pkg., .25; per Trade pkg., .50; per oz., \$1.00; per lb., \$15.00

Diener's Yellow Tomato

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you have eaten it once you will want it in your garden every year.

Package, 25c

New Blight-Resisting Tomato "Ventura" (Diener)

Ventura is the most perfect tomato produced so far as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants: Per pkg., .50; per oz., \$5.00

Seeds from Seedling raised plants: Per pkg., .25; per oz., \$1.00; per lb., \$14.00

* * *

Richard Diener,
Oxnard, Calif.

Queens Village, N. Y.
March 21, 1931.

Dear Sir: I have usually bought tomato plants, but last year raised my own from your Diener tomato seeds. I am usually skeptical in regard to descriptions in seed catalogues because so often results are described which have been obtained under ideal conditions brought about by extraordinary care. I must say that when you say the Diener tomato averages a pound it does just that without any trouble. That is why I am going to grow my own plants again this year.

Very truly yours,
RUTH C. CHRISTMAN.

* * *

Richard Diener,
Oxnard, Calif.

Cleveland, Ohio,
October 17, 1930.

Dear Sir: The Petunias I bought from you this past season were more than satisfactory, they filled a long existant gap in the world of flowers for me. Though I have just started to commercialize my ability in flowers, I obtained numerous orders for Petunia plants for next season. The pepper tomatoes are wonderful and even now we pick a large number of them every day. Their solidity and lack of acid makes them particularly palatable.

Sincerely
MONTGOMERY BARNES JR.

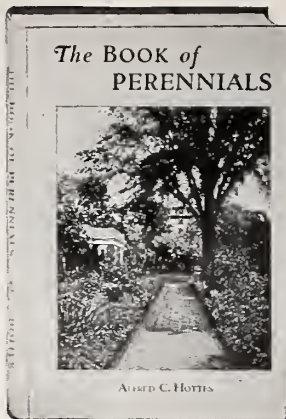
* * *

Richard Diener,
Oxnard, Calif.

Morgan Hill, Calif.,
November 12, 1930.

Dear Sir: In our opinion, the Diener tomato is the best, both for canning and table use, of any we have ever grown. We raised tomatoes in San Benito County in 1926 and the Co-operative Cannery at Hollister furnished us with Diener seeds. We also raised the San Jose Canning tomato at the same time and so had ample opportunity to compare the two and note the superiority of the Diener tomato. Its shape is so attractive and the flavor so unexcelled.

Yours very truly,
MRS. Z. B. WILLIAMSON.



Practical Gardening Books

Written by well known authorities in a concise and lucid manner, handsomely printed on good paper, profusely illustrated and attractively bound in durable covers.

My customer list is increasing by the thousands every year, and so many people write in every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for the above-mentioned information, I have listed the following books which contain any information that you wish. These books are inexpensive and are written by experts in their line.

Roses

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations. 88 pages. \$1.00.

Hortus: A Concise Dictionary of Gardening

By L. H. and Ethel Z. Bailey

Easy to use, accurate, and non-technical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. 35 illustrations; 652 pages. \$10.00.

The Cactus Book

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illustrations; 145 pages. \$2.25.

The Laws of Hybridizing

Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these laws. Anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

Garden Guide

Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 388 pages, 275 teaching illustrations. Cloth, \$1.50; postpaid, \$1.65.

Milady's House Plants

By F. E. Palmer

Tells how to care for and raise all house plants that succeed in the home. 176 pages, 96 illustrations. Cloth, \$1.25; postpaid, \$1.35.

Practical Landscape Gardening

By Robert A. Cridland

Tells how to beautify and landscape your own plot of a medium sized place. 280 pages with 260 illustrations, planting plants and sketches. Cloth, \$2.50; postpaid, \$2.65.

The Book of Perennials

By Alfred C. Hottes

How to successfully grow and enjoy over 146 genera of our most popular and durable of border plants. 280 pages with 103 illustrations. Cloth, \$1.50; postpaid, \$1.65.

Practical Plant Propagation

By Alfred C. Hottes

How to increase plants as practiced by nurserymen, florists and gardeners. 244 pages with 106 illustrations. Cloth, \$2.00; postpaid, \$2.15.

Rock Garden Primer

By Archie Thornton

Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

Book of Shrubs

By Alfred C. Hottes

A complete, non-technical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

Commercial Floriculture

By Fritz Bahr

Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustration. Cloth, \$5.50.

Practical Vegetable Culture

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit. 308 pages with 177 illustrations. Cloth, \$2.00; postpaid, \$2.15.

The Book of Bulbs

By F. F. Rockwell

With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book. 187 illustrations; 264 pages. \$2.00.

Perennial Gardens

By H. S. Orloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil, fertilizing, planting, cultivating, transplanting and propagation. 18 illustrations; 90 pages. \$1.25

Garden Pools: Large and Small

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it. 41 illustrations; 122 pages. \$2.50

The Book of Annuals

By Alfred C. Hottes

Over 100 separate species described with full directions for their culture and uses. 182 pages. 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

All About Flowering Bulbs

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth. 186 pages, 65 full page halftones, and 8 color plates. Cloth, \$2.00; postpaid, \$2.15.

A Little Book of Climbing Plants

By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages, 82 illustrations. Cloth, \$1.75; postpaid, \$1.90.

Modern Dahlia Culture

By Wm. H. Waite

...the originator of "Jersey's Beauty," and other highly popular Dahlias. 134 pages, 24 half-tones, 6 color plates. Cloth, \$1.50; postpaid, \$1.65.

Water Gardens and Goldfish

By Sawyer and Perkins

Two closely related subjects treated under one cover. Small and medium pools. 112 pages, 59 illustrations. Cloth, \$1.50; postpaid, \$1.65.

Woman's Flower Garden

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

1001 Garden Questions Answered

By Alfred C. Hottes

Covers all phases of gardening on the medium sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 320 pages. Cloth, \$2.00; postpaid, \$2.15.

Our Native Cacti

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 56 illustrations, and 4 color plates. Linen cloth, \$2.65.

Flowers of the Wild

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 168 pages, 104 illustrations, and 4 color plates. Cloth, \$2.15, postpaid.

Book of Trees

By Alfred Carl Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages, 180 illustrations, 1932. Cloth, \$3.15, postpaid.

Azaleas and Camellias

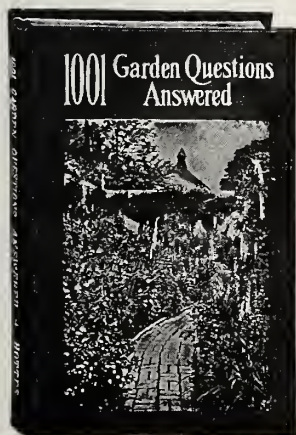
By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors. 14 illustrations; 90 pages. \$1.50.

American Alpines in the Garden

By Anderson McCully

Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations; 262 pages. \$2.50.



Richard Diener,
Oxnard, Calif.

Dear Sir: Please put me on your mailing list for your plant, seed, and bulb catalogue. I have been at several Gladiolus Shows and the ones that appealed more to me were your originations. They were always prize winners.

Yours very truly,
J. C. BRYSON,

Urbana, Ohio,
June 21, 1932.

Richard Diener
Oxnard, Calif.

Dear Sir: We were very much pleased with your Petunia seeds last year and sold every plant.

Very truly yours,
CLARENCE F. CLINE.

Uniontown, Penna.,
August 1, 1932.

VAPORITE

A soil insecticide which destroys all insect pests living in the soil, such as wireworms, nemitodes, cutworms, etc. Petunias are badly affected by nemitodes in many localities, which often kill many of the young plants. Vaporite mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite Your Ground

Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.)

Vaporite

Is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests.

Vaporite

Is scattered over the soil and forked or raked in.

Vaporite

Creates a gas which remains active in the soil for a month.

Vaporite

Can be safely used with growing plants.

Vaporite

Is recommended by leading American and English Seedsmen.

Vaporite

Has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

PRICES:

4 lbs. in air-tight screw-top can, \$1.50. (Postage paid in U. S.)

25 lbs., \$5.50; 50 lbs., \$10.00; 110 lb. keg, \$20.90 (f. o. b. Oxnard).

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

TESTIMONIALS

Richard Diener, Oxnard, California.

Erie, Pennsylvania, March 1, 1932.

Dear Sir: Last year we planted a package of your Diener tomato. No one in this neighborhood nor I ever saw such wonderful fruit. In very ordinary soil the plants bore fruit weighing up to two pounds, so firm, meaty, and so delicious, almost seedless. The plants were strong, thrifty and free from disease, and such heavy clusters of fruit. The home tomatoes were dead and gone long before I picked the last of the Diener tomatoes late in October.

Yours respectfully,

MRS. ANNA B. MITTELMEIER.

* * *

Richard Diener, Oxnard, California.

Versailles, Missouri, July 20, 1932.

Dear Sir: For the past two years we have grown your Ventura tomato outside and have had such wonderful success with heavy yield and fine flavor that we wonder how it would be to force in the greenhouse. There is not a tomato today that will beat it for flavor, smoothness and yield combined.

Very truly,

VERSAILLES GREENHOUSES.

* * *

Richard Diener, Oxnard, California.

Erie, Pennsylvania, May 19, 1932.

Dear Sir: In March, I believe, I bought 20 seeds of Equestris Amaryllis. I have 17 lovely seedlings about three inches high, seeds we have sown and germinated in my dining room, which I think is very good percentage.

Yours truly,

MRS. H. P. GENSHEIMER.

* * *

Richard Diener, Oxnard, California.

Ottumwa, Iowa, April 6, 1932.

Dear Sir: Your order of Giant Hybrid Amaryllis and Equestris Amaryllis of last year was extremely satisfactory.

Yours sincerely,

RALPH T. McELROY.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

TESTIMONIALS

Richard Diener,
Oxnard, Calif.

Dear Sir: Last summer I saw at Mr. Frank Healy's home in Baldwin Harbor, Baldwin, Long Island, the most gorgeous Petunias I had ever seen. They were so unusual I asked him where he had bought his seeds, and he replied that he bought them from you.

Yours respectfully,
EDWARD C. K. BOWYER.

Brooklyn, New York,
April 26, 1932.

Meadowbrook, Penna.,
August 23, 1932.

Richard Diener,
Oxnard, Calif.

My Dear Sir: I purchased some Petunia seeds from you last spring and my gardener started them in a cold frame. He followed the directions which you give so clearly in your catalogue and I assure you I have never seen such beautiful flowers. They have been a show for three months and they have had many admirers. I have cut some for the house but do not cut enough to mar the beauty of the garden.

Most sincerely,
MRS. W. G. SIBLEY.

Griffin, Georgia,
December 21, 1931.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: Your Gerbera seeds are giving us wonderful blooms under glass now and we couldn't get along without your Petunias. We have tried others, but we learn by making mistakes.

Yours very truly,
ELLIS, THE FLORIST.

Springfield, Illinois,
August 20, 1932.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: Your Hybrid Delphinium "Dreams of Beauty" are exactly as you advertise them. Those we lined out have bloomed and we nearly ran ourselves down going from plant to plant looking at each new beauty. Many satisfied customers have written us that they are the finest that they have ever seen.

Very truly yours,
HEREFORD'S GARDENS.

Johnstown, Penna.,
December 11, 1931.

Richard Diener,
Oxnard, Calif.

Dear Sir: This is the third year I have ordered Petunias and other seeds from you. I want you to know that I have never seen any better or prettier Petunias. Many people saw them and wanted to know where I bought the plants. When I told them I raised the plants from seeds purchased from you I think some of them doubted my word from the looks I received, being an amateur, but I followed your directions and have succeeded in producing some wonderful blooms.

Yours truly,
J. H. BOYER.

Memphis, Tennessee,
June 30, 1932.

Richard Diener,
Oxnard, Calif.

Dear Sir: I have used Petunia plants which were of the Diener strain and have found that they are the most gorgeous from every standpoint of any strain I have ever planted.

Yours truly,
W. F. GLISSON.

Dayton, Ohio,
July 14, 1932.

Richard Diener,
Oxnard, Calif.

Dear Sir: I want you to know what wonderful Petunias I am enjoying from the package of Ruffled Monster seeds that I purchased from you this spring. They are magnificent, and this is the first time that I have ever been able to raise fancy Petunias from seed. From a fifty-cent package I grew so many plants that I had difficulty in finding a place for them all, and inasmuch as I made two separate plantings from them I expect to have Petunias in their prime until frost.

Yours very truly,
GEORGE H. FOX.

Brilliant, New Mex.,
October 1, 1931.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last fall we ordered Petunia seeds from you, as we wanted something fine for the fall flower shows and had been beaten the year before on Petunias. I had read a great deal about your Petunias, and as I love them I decided to try yours. When I set them out and a few bloomed, how disappointed I was, just sick to see such poor Petunias. I kept thinking there must be some good ones, as they had germinated fine. Talk about Petunias, people have come for fifty miles to see them. Had double ones that measured eight inches across and single ones that were just gorgeous. Did I get the prize? I certainly did. No other Petunia seeds for us but yours.

Yours very truly,
LOUIS SMITH.

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Diener's Improved
STATICE SINUATA (pastel shades)

EVERLASTING



Diener's Ruffled Monster **PETUNIA**
(SINGLE)

No. 7. Red and white variegated, large yellow center